



For the needs of the successful implementation of the USAID Persons with Disability Internship and Employment project, My Career announces the following job opportunity:

MARKETING & COMMUNICATION SPECIALIST

JOB DESCRIPTION

Salary Range: negotiable

Responsible to: President of MY CAREER

Objective of Post: To ensure that the organizations attracts the maximum number of clients in the five membership categories, develops the marketing strategy to improve the awareness and recognition of the organization's brand as well as develops the results matrix and permanent communication plan of the results and achievements of the project,

Key Tasks

- 1) To promote membership services bundled into packages ,
- 2) To develop methods of improving the brand awareness as well as improve the brand acceptance of the organization,
- 3) To develop a Marketing strategy for on-line services the organization is planning to develop,
- 4) To contribute and work actively in the implementation of marketing and promotional activities as agreed with the management of the organization,
- 5) To develop a communication plan for the needs of organizations, and the project,
- 6) To organize events where project activities will be promoted,
- 7) To develop a monitoring and evaluation matrix of the results and outcomes of the organizations
- 8) To co-ordinate the promotional and communication activities within the organization.
- 9) To contribute to the ongoing development and delivery of the organization's services
- 10) To contribute to the work of the staff group,
- 11) To write reports about the promotional activities of the organization and the project,
- 12) Other relevant activities as decided from time to time

Requirements:

- 1) Very good understanding of Marketing, Promotion and Branding strategies of consultancy services,
- 2) An active interest in the development of Workforce Development and Human Capital activities,
- 3) Good interpersonal skills and be effective in his/her role,
- 4) An understanding of the marketing requirements of the Organization and the project



- 5) An ability to inspire potential clients to take an active interest in the organization work and facilitate member involvement in network services,
- 6) An ability to work as a key member of a professional team
- 7) A university degree in Business Administration. Specialization in Journalism and Communication is also eligible.

Preferred attribute:

- 1) An ability to work in English, Macedonian. Knowledge in Albanian is an asset,
- 2) Good financial and marketing skills,
- 3) Good organizational skills,

Please send your application (CV and Motivation letter) by **November 2, 2012 COB** to info@mojakariera.com.mk .

Note: USAID provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, colour religion, gender, national origin, age, disability, political affiliation, marital status, or sexual orientation.